A9095-2


REPORT OF September 1984

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.
## SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 51)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1984 | 566.5 | + 193.9 | + 52.0 | | | |
| 1983 | 372.6 | - 38.5 | - 9.4 | | | |
| 1982 | 411.1 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 3062.1 | + 1071.8 | + 53.9 | | | |
| 1983 | 1990.3 | - 263.1 | - 11.7 | | | |
| 1982 | 2253.4 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1984 | 195.4 | - 17.7 | - 8.3 | | | |
| 1983 | 213.1 | - 171.3 | - 44.6 | | | |
| 1982 | 384.4 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 4835.4 | + 2186.0 | + 82.5 | | | |
| 1983 | 2649.4 | - 576.4 | - 17.9 | | | |
| 1982 | 3225.8 | | | | | |

*NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.
## DOLLAR TREND BY MONTH September 1984

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | | | | 340.2 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 221.1 |
| 1982 MONTHLY | 116.0 | 187.0 | 267.6 | 223.9 | 229.1 | 272.4 | 256.1 | 290.2 | 411.1 | 382.9 | 280.3 | 190.7 | 250.4 |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | | | | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| 1982 CUMULATIVE YTD | 116.0 | 303.0 | 570.6 | 794.5 | 1023.6 | 1296.0 | 1552.1 | 1842.3 | 2253.4 | 2636.3 | 2916.6 | 3026.3 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | | | | 537.3 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 294.4 |
| 1982 MONTHLY | 330.7 | 412.5 | 596.1 | 576.8 | 303.1 | 235.2 | 198.6 | 188.4 | 384.4 | 138.1 | 129.3 | 84.2 | 358.4 |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | | | | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.0 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| 1982 CUMULATIVE YTD | 330.7 | 743.2 | 1339.3 | 1916.1 | 2219.2 | 2454.4 | 2653.0 | 2841.4 | 3225.8 | 3363.9 | 3493.2 | 3577.4 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | | | | 36.2 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 9.9 |
| 1982 MONTHLY | 6.4 | 13.0 | 13.4 | 19.8 | 31.5 | 30.4 | 25.2 | 31.5 | 52.2 | 49.4 | 43.8 | 83.9 | 24.8 |
| **ORDERS ON HAND (End of Month)** | | | | | | | | | | | | | |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | | | | 1756.1 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 661.5 |
| 1982 | 326.2 | 528.8 | 855.8 | 1097.0 | 1139.5 | 1058.2 | 960.8 | 827.5 | 748.6 | 354.6 | 159.8 | 116.4 | 838.0 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 51 SEPT. 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

COMPANIES NOT PARTICIPATING: Colorforms
Mighty Star

A9095-2

Page 1
REPORT OF October 1984

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
## SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

| (Number of companies reporting this month 50) | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1984 | 580.6 | + 195.6 | + 50.8 | | | |
| 1983 | 385.0 | + 2.1 | + 0.5 | | | |
| 1982 | 382.9 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 3642.7 | + 1267.4 | + 53.4 | | | |
| 1983 | *2375.3 | - 261.0 | - 9.9 | | | |
| 1982 | 2636.3 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1984 | 83.1 | - 104.7 | - 55.8 | | | |
| 1983 | 187.8 | + 49.7 | + 36.0 | | | |
| 1982 | 138.1 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 4918.5 | + 2081.3 | + 73.4 | | | |
| 1983 | *2837.2 | - 526.7 | - 15.7 | | | |
| 1982 | 3363.9 | | | | | |

*NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*
*Adjusted Totals represent increases based on recently acquired information

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

BEST AVAILABLE COPY

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.
## DOLLAR TREND BY MONTH October 1984

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | | | 364.3 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 237.5 |
| 1982 MONTHLY | 116.0 | 187.0 | 267.6 | 223.9 | 229.1 | 272.4 | 256.1 | 290.2 | 411.1 | 382.9 | 280.3 | 190.7 | 263.6 |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | | | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | *2375.3 | 2708.6 | 2917.5 | |
| 1982 CUMULATIVE YTD | 116.0 | 303.0 | 570.6 | 794.5 | 1023.6 | 1296.0 | 1552.1 | 1842.3 | 2253.4 | 2636.3 | 2916.6 | 3026.3 | |
| ORDERS RECEIVED* | | | | | | | | | | | | | |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | | | 491.9 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 283.7 |
| 1982 MONTHLY | 330.7 | 412.5 | 596.1 | 576.8 | 303.1 | 235.2 | 198.6 | 188.4 | 384.4 | 138.1 | 129.3 | 84.2 | 336.4 |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | | | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.0 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | *2837.2 | 2978.6 | 3094.5 | |
| 1982 CUMULATIVE YTD | 330.7 | 743.2 | 1339.3 | 1916.1 | 2219.2 | 2454.4 | 2653.0 | 2841.4 | 3225.8 | 3363.9 | 3493.2 | 3577.4 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | | | 37.2 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 10.7 |
| 1982 MONTHLY | 6.4 | 13.0 | 13.4 | 19.8 | 31.5 | 30.4 | 25.2 | 31.5 | 52.2 | 49.4 | 43.8 | 83.9 | 27.3 |
| ORDERS ON HAND (End of Month) | | | | | | | | | | | | | |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | | | 1675.6 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 636.1 |
| 1982 | 326.2 | 528.8 | 855.8 | 1097.0 | 1139.5 | 1058.2 | 960.8 | 827.5 | 748.6 | 354.6 | 159.8 | 116.4 | 789.7 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

* Adjusted totals represent increases based on recently acquired information

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 50 OCTOBER 1984

Arrow Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Tov
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

COMPANIES NOT PARTICIPATING: Bachmann Industries
Mighty Star
Colorforms

A 9095-2

Page 1
REPORT OF November 1984

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 49)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1984 | 465.6 | + 132.3 | + 39.7 | | | |
| 1983 | 333.3 | + 53.0 | + 18.9 | | | |
| 1982 | 280.3 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 4108.3 | + 1399.7 | + 51.7 | | | |
| 1983 | 2708.6 | - 208.0 | - 7.1 | | | |
| 1982 | 2916.6 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1984 | 104.7 | - 36.7 | - 26.0 | | | |
| 1983 | 141.4 | + 12.1 | + 9.4 | | | |
| 1982 | 129.3 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 5023.2 | + 2044.6 | + 68.6 | | | |
| 1983 | 2978.6 | - 514.6 | - 14.7 | | | |
| 1982 | 3493.2 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.

### DOLLAR TREND BY MONTH _ November 1984 ____

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | | 373.5 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 246.2 |
| 1982 MONTHLY | 116.0 | 187.0 | 267.6 | 223.9 | 229.1 | 272.4 | 256.1 | 290.2 | 411.1 | 382.9 | 280.3 | 190.7 | 265.1 |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| 1982 CUMULATIVE YTD | 116.0 | 303.0 | 570.6 | 794.5 | 1023.6 | 1296.0 | 1552.1 | 1842.3 | 2253.4 | 2636.3 | 2916.6 | 3026.3 | |
| ORDERS RECEIVED* | | | | | | | | | | | | | |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | | 456.7 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 270.8 |
| 1982 MONTHLY | 330.7 | 412.5 | 596.1 | 576.8 | 303.1 | 235.2 | 198.6 | 188.4 | 384.4 | 138.1 | 129.3 | 84.2 | 317.6 |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.0 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| 1982 CUMULATIVE YTD | 330.7 | 743.2 | 1339.3 | 1916.1 | 2219.2 | 2454.4 | 2653.0 | 2841.4 | 3225.8 | 3363.9 | 3493.2 | 3577.4 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | | 42.1 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 12.0 |
| 1982 MONTHLY | 6.4 | 13.0 | 13.4 | 19.8 | 31.5 | 30.4 | 25.2 | 31.5 | 52.2 | 49.4 | 43.8 | 83.9 | 28.8 |
| ORDERS ON HAND (End of Month) | | | | | | | | | | | | | |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | | 1568.6 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 602.5 |
| 1982 | 326.2 | 528.8 | 855.8 | 1097.0 | 1139.5 | 1058.2 | 960.8 | 827.5 | 748.6 | 354.6 | 159.8 | 116.4 | 732.4 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 49 NOVEMBER 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toy
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR
Tyco
Wham-O

COMPANIES NOT PARTICIPATING:

Mighty Star
Colorforms
M & S Shillman
Placo Products

A9095-2

Page 1
REPORT OF December 1984

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
## SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

| (Number of companies reporting this ~~month~~ 47) | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1984 | 273.7 | + 64.8 | + 31.0 | | | |
| 1983 | 208.9 | + 18.2 | + 9.5 | | | |
| 1982 | 190.7 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 4382.0 | + 1464.5 | + 50.2 | | | |
| 1983 | 2917.5 | - 108.8 | - 3.6 | | | |
| 1982 | 3026.3 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1984 | 55.9 | - 22.9 | - 29.1 | | | |
| 1983 | 78.8 | - 5.4 | - 6.4 | | | |
| 1982 | 84.2 | | | | | |
| CUMULATIVE | | | | | | |
| 1984 | 5079.1 | + 1984.6 | + 64.1 | | | |
| 1983 | 3094.5 | - 482.9 | - 13.5 | | | |
| 1982 | 3577.4 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.
## DOLLAR TREND BY MONTH _ December 1984 ____

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 365.2 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 243.2 |
| 1982 MONTHLY | 116.0 | 187.0 | 267.6 | 223.9 | 229.1 | 272.4 | 256.1 | 290.2 | 411.1 | 382.9 | 280.3 | 190.7 | 252.2 |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| 1982 CUMULATIVE YTD | 116.0 | 303.0 | 570.6 | 794.5 | 1023.6 | 1296.0 | 1552.1 | 1842.3 | 2253.4 | 2636.3 | 2916.6 | 3026.3 | |
| ORDERS RECEIVED* | | | | | | | | | | | | | |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 423.3 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 257.9 |
| 1982 MONTHLY | 330.7 | 412.5 | 596.1 | 576.8 | 303.1 | 235.2 | 198.6 | 188.4 | 384.4 | 138.1 | 129.3 | 84.2 | 298.1 |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.0 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| 1982 CUMULATIVE YTD | 330.7 | 743.2 | 1339.3 | 1916.1 | 2219.2 | 2454.4 | 2653.0 | 2841.4 | 3225.8 | 3363.9 | 3493.2 | 3577.4 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 45.1 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 12.5 |
| 1982 MONTHLY | 6.4 | 13.0 | 13.4 | 19.8 | 31.5 | 30.4 | 25.2 | 31.5 | 52.2 | 49.4 | 43.8 | 83.9 | 33.4 |
| ORDERS ON HAND (End of Month) | | | | | | | | | | | | | |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1454.4 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 564.2 |
| 1982 | 326.2 | 528.8 | 855.8 | 1097.0 | 1139.5 | 1058.2 | 960.8 | 827.5 | 748.6 | 354.6 | 159.8 | 116.4 | 681.1 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 47 DECEMBER 1984

Arrow Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Br thers
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

NOT PARTICIPATING:

Bachmann Industries
Carolina Enterprises
Colorforms
Pines of America
Placo
Sanitoy

A 9095-2

Page 1
REPORT OF January 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
## SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 47)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/−) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 219.4 | + 76.5 | + 53.5 | | | |
| 1984 | 142.9 | + 44.6 | + 45.4 | | | |
| 1983 | 98.3 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 219.4 | + 76.5 | + 53.5 | | | |
| 1984 | 142.9 | + 44.6 | + 45.4 | | | |
| 1983 | 98.3 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 1273.5 | + 499.9 | + 64.6 | | | |
| 1984 | 773.6 | + 528.5 | + 215.6 | | | |
| 1983 | 245.1 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 1273.5 | + 499.9 | + 64.6 | | | |
| 1984 | 773.6 | + 528.5 | + 215.6 | | | |
| 1983 | 245.1 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.
## DOLLAR TREND BY MONTH January 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | | | | | | | | | | | | 219.4 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 142.9 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 98.3 |
| 1985 CUMULATIVE YTD | 219.4 | | | | | | | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | | | | | | | | | | | | 1273.5 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 773.6 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 245.1 |
| 1985 CUMULATIVE YTD | 1273.5 | | | | | | | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | | | | | | | | | | | | 18.9 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 7.0 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 2.1 |
| **ORDERS ON HAND (End of Month)** | | | | | | | | | | | | | |
| 1985 | 1222.5 | | | | | | | | | | | | 1222.5 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 719.0 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 193.1 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 47 JANUARY 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toys
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

NOT PARTICIPATING: Carolina Enterprises
Colorforms
Mighty Star

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

A9095-2



REPORT OF February 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 312.5 | + 47.0 | + 17.7 | | | |
| 1984 | 265.5 | + 114.6 | + 75.9 | | | |
| 1983 | 150.9 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 531.9 | + 123.5 | + 30.2 | | | |
| 1984 | 408.4 | + 159.2 | + 63.9 | | | |
| 1983 | 249.2 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 849.1 | + 146.8 | + 20.9 | | | |
| 1984 | 702.3 | + 380.2 | + 118.0 | | | |
| 1983 | 322.1 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 2122.6 | + 646.7 | + 43.8 | | | |
| 1984 | 1475.9 | + 908.7 | + 160.2 | | | |
| 1983 | 567.2 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE – SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.

## DOLLAR TREND BY MONTH February 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | | | | | | | | | | | 265.9 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 204.2 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 124.6 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | | | | | | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | | | | | | | | | | | 1061.3 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 737.9 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 283.6 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | | | | | | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | | | | | | | | | | | 22.7 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 6.5 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 2.9 |
| **ORDERS ON HAND (End of Month)** | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | | | | | | | | | | | 1479.7 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 937.5 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 278.9 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 FEB. 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Park Plastics
Parker Brothers
Pines of America
Pressman Toys
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

NOT PARTICIPATING: Carolina Enterprises
Colorforms
Ohio Art
Placo

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

A9095-2

Page 1
REPORT OF March 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 49)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 418.8 | + 126.0 | + 43.0 | | | |
| 1984 | 292.8 | + 99.3 | + 51.3 | | | |
| 1983 | 193.5 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 950.7 | + 249.5 | + 35.6 | | | |
| 1984 | 701.2 | + 258.5 | + 58.4 | | | |
| 1983 | 442.7 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 862.3 | + 193.9 | + 29.0 | | | |
| 1984 | 668.4 | + 247.7 | + 58.9 | | | |
| 1983 | 420.7 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 2984.9 | + 840.6 | + 39.2 | | | |
| 1984 | 2144.3 | + 1156.4 | + 117.1 | | | |
| 1983 | 987.9 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE – SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH March 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | 418.8 | | | | | | | | | | 316.9 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 233.7 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 147.6 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | 950.7 | | | | | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | 862.3 | | | | | | | | | | 995.0 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 714.8 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 329.3 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | 2984.9 | | | | | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | 41.3 | | | | | | | | | | 28.9 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 11.5 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 4.2 |
| **ORDERS ON HAND** (End of Month) | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | 2142.1 | | | | | | | | | | 1700.5 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1128.8 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 382.3 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 49 MARCH 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco
Wham-O

NOT PARTICIPATING: TSR, Inc.

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

A9095-2

Page 1
REPORT OF April 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 50)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/−) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 311.4 | + 18.8 | + 6.4 | | | |
| 1984 | 292.6 | + 102.7 | + 54.1 | | | |
| 1983 | 189.9 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 1262.1 | + 268.3 | + 26.9 | | | |
| 1984 | 993.8 | + 361.2 | + 57.1 | | | |
| 1983 | 632.6 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 671.4 | − 328.7 | − 32.9 | | | |
| 1984 | 1000.1 | + 568.0 | + 131.5 | | | |
| 1983 | 432.1 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 3656.3 | + 511.9 | + 16.3 | | | |
| 1984 | 3144.4 | + 1724.2 | + 121.4 | | | |
| 1983 | 1420.2 | | | | | |

*NOTE + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.
## DOLLAR TREND BY MONTH April 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | 418.8 | 311.4 | | | | | | | | | 315.5 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 248.5 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 158.1 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | 950.7 | 1262.1 | | | | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | 862.3 | 671.4 | | | | | | | | | 914.1 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 786.1 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 355.1 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | 2984.9 | 3656.3 | | | | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | 41.3 | 38.7 | | | | | | | | | 31.4 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 13.3 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 4.9 |
| **ORDERS ON HAND** (End of Month) | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | 2142.1 | 2465.6 | | | | | | | | | 1891.8 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1395.9 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 491.8 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 50 APRIL 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toys
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures.

A9095-2


REPORT OF May 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
## SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 49)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 378.8 | + 69.7 | + 22.5 | | | |
| 1984 | 309.1 | + 104.7 | + 51.2 | | | |
| 1983 | 204.4 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 1640.9 | + 338.0 | + 25.9 | | | |
| 1984 | 1302.9 | + 465.9 | + 55.7 | | | |
| 1983 | 837.0 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 345.7 | - 100.1 | - 22.5 | | | |
| 1984 | 445.8 | + 193.1 | + 76.4 | | | |
| 1983 | 252.7 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 4002.0 | + 411.8 | + 11.5 | | | |
| 1984 | 3590.2 | + 1917.5 | + 114.6 | | | |
| 1983 | 1672.7 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH May 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | 418.8 | 311.4 | 378.8 | | | | | | | | 328.2 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 260.6 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 167.4 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | 950.7 | 1262.1 | 1640.9 | | | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| ORDERS RECEIVED* | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | 862.3 | 671.4 | 345.7 | | | | | | | | 800.4 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 718.0 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 334.5 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | 2984.9 | 3656.3 | 4002.0 | | | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | 41.3 | 38.7 | 138.0 | | | | | | | | 52.7 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 20.3 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 6.0 |
| ORDERS ON HAND (End of Month) | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | 2142.1 | 2465.6 | 2292.4 | | | | | | | | 1971.9 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1574.0 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 565.6 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 49 MAY 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toys
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco
Wham-O

COMPANIES NOT PARTICIPATING: TSR, Inc.

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

REPORT OF June 1985

A9095-2

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 50)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/−) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 442.5 | + 49.9 | + 12.7 | | | |
| 1984 | 392.6 | + 154.6 | + 64.9 | | | |
| 1983 | 238.0 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 2083.4 | + 387.9 | + 22.9 | | | |
| 1984 | 1695.5 | + 620.5 | + 57.7 | | | |
| 1983 | 1075.0 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 393.1 | − 20.5 | − 4.9 | | | |
| 1984 | 413.6 | + 172.9 | + 71.8 | | | |
| 1983 | 240.7 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 4395.1 | + 391.3 | + 9.8 | | | |
| 1984 | 4003.8 | + 2090.4 | + 109.3 | | | |
| 1983 | 1913.4 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.

## DOLLAR TREND BY MONTH June 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | 418.8 | 311.4 | 378.8 | 442.5 | | | | | | | 347.2 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 282.6 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 179.2 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | 950.7 | 1262.1 | 1640.9 | 2083.4 | | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | 862.3 | 671.4 | 345.7 | 393.1 | | | | | | | 732.5 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 667.3 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 318.9 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | 2984.9 | 3656.3 | 4002.0 | 4395.1 | | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | 41.3 | 38.7 | 138.0 | 45.7 | | | | | | | 51.5 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 26.3 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 6.9 |
| **ORDERS ON HAND** (End of Month) | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | 2142.1 | 2465.6 | 2292.4 | 2199.4 | | | | | | | 2009.8 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1686.6 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 612.9 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 50 JUNE 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toys
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

A9095-2

Page 1
REPORT OF July 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

(Number of companies reporting this month 50)

| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 303.3 | - 46.3 | - 13.2 | | | |
| 1984 | 349.6 | + 131.1 | + 60.0 | | | |
| 1983 | 218.5 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 2386.7 | + 341.6 | + 16.7 | | | |
| 1984 | 2045.1 | + 751.6 | + 58.2 | | | |
| 1983 | 1293.5 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 301.6 | - 46.6 | - 13.4 | | | |
| 1984 | 348.2 | + 111.8 | + 47.3 | | | |
| 1983 | 236.4 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 4696.7 | + 344.7 | + 7.9 | | | |
| 1984 | 4352.0 | + 2202.2 | + 102.4 | | | |
| 1983 | 2149.8 | | | | | |

*NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.

### DOLLAR TREND BY MONTH July 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | 418.8 | 311.4 | 378.8 | 442.5 | 303.3 | | | | | | 340.9 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 292.2 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 184.8 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | 950.7 | 1262.1 | 1640.9 | 2083.4 | 2386.7 | | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| **ORDERS RECEIVED*** | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | 862.3 | 671.4 | 345.7 | 393.1 | 301.6 | | | | | | 670.9 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 621.7 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 307.1 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | 2984.9 | 3656.3 | 4002.0 | 4395.1 | 4696.7 | | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | 41.3 | 38.7 | 138.0 | 45.7 | 53.4 | | | | | | 51.8 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 26.1 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 8.2 |
| **ORDERS ON HAND** (End of Month) | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | 2142.1 | 2465.6 | 2292.4 | 2199.4 | 2144.3 | | | | | | 2029.1 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1763.2 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 647.3 |

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 50 JULY 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures

Page 1

REPORT OF August 1985

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
## SHIPMENTS AND ORDERS RECEIVED
## (This month Versus Same Month Last Year)

| (Number of companies reporting this month 48) | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | MILLIONS OF $ | CHANGE | | MILLIONS OF $ | CHANGE | |
| | | MILLIONS OF $ | PERCENT (+/-) FROM PRIOR YEAR | | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH | | | | | | |
| 1985 | 503.9 | + 53.4 | + 11.9 | | | |
| 1984 | 450.5 | + 160.0 | + 55.1 | | | |
| 1983 | 290.5 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 2890.6 | + 395.0 | + 15.8 | | | |
| 1984 | 2495.6 | + 911.6 | + 57.6 | | | |
| 1983 | 1584.0 | | | | | |
| **ORDERS RECEIVED** *UNCONFIRMED ORDERS ARE NOT INCLUDED* | | | | | | |
| MONTH | | | | | | |
| 1985 | 216.5 | - 71.5 | - 24.8 | | | |
| 1984 | 288.0 | + 35.2 | + 13.9 | | | |
| 1983 | 252.8 | | | | | |
| CUMULATIVE | | | | | | |
| 1985 | 4913.2 | + 273.2 | + 5.9 | | | |
| 1984 | 4640.0 | + 2237.4 | + 93.1 | | | |
| 1983 | 2402.6 | | | | | |

*+ SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE*

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

# MONTHLY MARKET TREND REPORTS
## TOY MANUFACTURERS OF AMERICA, INC.

### DOLLAR TREND BY MONTH August 1985

(Millions of Dollars)

| | JAN. | FEB. | MAR. | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | Y.T.D. AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHIPMENTS | | | | | | | | | | | | | |
| 1985 MONTHLY | 219.4 | 312.5 | 418.8 | 311.4 | 378.8 | 442.5 | 303.3 | 503.9 | | | | | 361.3 |
| 1984 MONTHLY | 142.9 | 265.5 | 292.8 | 292.6 | 309.1 | 392.6 | 349.6 | 450.5 | 566.5 | 580.6 | 465.6 | 273.7 | 311.9 |
| 1983 MONTHLY | 98.3 | 150.9 | 193.5 | 189.9 | 204.4 | 238.0 | 218.5 | 290.5 | 372.6 | 385.0 | 333.3 | 208.9 | 198.0 |
| 1985 CUMULATIVE YTD | 219.4 | 531.9 | 950.7 | 1262.1 | 1640.9 | 2083.4 | 2386.7 | 2890.6 | | | | | |
| 1984 CUMULATIVE YTD | 142.9 | 408.4 | 701.2 | 993.8 | 1302.9 | 1695.5 | 2045.1 | 2495.6 | 3062.1 | 3642.7 | 4108.3 | 4382.0 | |
| 1983 CUMULATIVE YTD | 98.3 | 249.2 | 442.7 | 632.6 | 837.0 | 1075.0 | 1293.5 | 1584.0 | 1990.3 | 2375.3 | 2708.6 | 2917.5 | |
| ORDERS RECEIVED* | | | | | | | | | | | | | |
| 1985 MONTHLY | 1273.5 | 849.1 | 862.3 | 671.4 | 345.7 | 393.1 | 301.6 | 216.5 | | | | | 614.2 |
| 1984 MONTHLY | 773.6 | 702.3 | 668.4 | 1000.1 | 445.8 | 413.6 | 348.2 | 288.0 | 195.4 | 83.1 | 104.7 | 55.9 | 580.0 |
| 1983 MONTHLY | 245.1 | 322.1 | 420.7 | 432.1 | 252.7 | 240.7 | 236.4 | 252.8 | 213.1 | 187.8 | 141.4 | 78.8 | 300.3 |
| 1985 CUMULATIVE YTD | 1273.5 | 2122.6 | 2984.9 | 3656.3 | 4002.0 | 4395.1 | 4696.7 | 4913.2 | | | | | |
| 1984 CUMULATIVE YTD | 773.6 | 1475.9 | 2144.3 | 3144.4 | 3590.2 | 4003.8 | 4352.0 | 4640.0 | 4835.4 | 4918.5 | 5023.2 | 5079.1 | |
| 1983 CUMULATIVE YTD | 245.1 | 567.2 | 987.9 | 1420.2 | 1672.7 | 1913.4 | 2149.8 | 2402.6 | 2649.4 | 2837.2 | 2978.6 | 3094.5 | |
| CANCELLATIONS | | | | | | | | | | | | | |
| 1985 MONTHLY | 18.9 | 26.5 | 41.3 | 38.7 | 138.0 | 45.7 | 53.4 | 80.0 | | | | | 55.3 |
| 1984 MONTHLY | 7.0 | 6.1 | 21.5 | 18.6 | 48.1 | 56.3 | 24.9 | 87.1 | 55.9 | 46.1 | 91.3 | 78.1 | 33.7 |
| 1983 MONTHLY | 2.1 | 3.6 | 6.9 | 7.2 | 10.1 | 11.7 | 15.6 | 13.8 | 18.4 | 17.7 | 25.3 | 17.9 | 8.9 |
| ORDERS ON HAND (End of Month) | | | | | | | | | | | | | |
| 1985 | 1222.5 | 1736.9 | 2142.1 | 2465.6 | 2292.4 | 2199.4 | 2144.3 | 1766.1 | | | | | 1996.2 |
| 1984 | 719.0 | 1155.9 | 1511.5 | 2197.6 | 2286.2 | 2249.3 | 2222.8 | 1965.8 | 1496.5 | 951.3 | 498.5 | 198.0 | 1788.5 |
| 1983 | 193.1 | 364.8 | 588.9 | 820.2 | 861.1 | 849.1 | 853.9 | 802.5 | 619.8 | 407.3 | 267.3 | 142.1 | 666.7 |

* UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 48 AUGUST 1985

Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro Bradley
Hedstrom
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
M & S Shillman
Monogram
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Tomy
Tonka
TSR, Inc.
Tyco

NOT PARTICIPATING: H-G Toys
Wham-O

Note: Statistics for Milton Bradley and Playskool are now included in Hasbro's figures